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SIPDIS

STATE FOR EB/CBA (DENNIS A. WINSTEAD), EB/EX AND EUR/SE

E.O. 12958: N/A

TAGS: [BEXP](#) [ABUD](#) [AMGT](#) [ETRD](#) [ECON](#) [EINV](#) [BTIO](#) [CY](#)

SUBJECT: CYPRUS' BFIF FUND 2009. RESULTS FROM INTELLECTUAL PROPERTY RIGHTS (IPR) SEMINARS AND THE CYPRUS INTERNATIONAL TRADE FAIR PARTICIPATION

REF: NICOSIA 283
NICOSIA 288

¶1. Summary: Embassy Nicosia received USD 17,100 of Business Facilitation Incentive Funds (BFIF) to cover the costs of two Intellectual Property Rights (IPR) seminars organized by the Economic/Commercial Section of the U.S. Embassy in Nicosia in April and to subsidize U.S.-made auto distributors' participation at the 34th Cyprus International Trade Fair in May. (Copies of invoices, payment vouchers and expenses will be faxed separately to Gale Gray). End Summary.

¶2. On April 9, 2009 more than 50 GOC officials and Cypriot business representatives discussed ways to improve local enforcement of intellectual property rights (IPR) at an all-day workshop organized by the Economic/Commercial section (Economic Specialist George Demetriou) and the Cyprus American Business Association. (List of participants will be faxed separately to Gale Gray). International speakers included a U.S. Department of Justice speaker from Sofia, Bulgaria, and private sector representatives from the film, music, and satellite TV business from Brussels, London, and Athens, respectively. Local speakers represented the Police and Ministry of Commerce as well as the software, merchandise and entertainment sectors. The workshop resulted in specific recommendations on improving IPR legislation, as well as making the best use of existing laws. It also generated increased cooperation among Cypriot IPR enforcement authorities (Police, Customs, and the Ministry of Commerce) and investigated ways the private sector could do more to help itself.

¶3. The total cost of the IPR seminar held on April 9, 2009 is detailed below:

Cyprus Chamber of Commerce and Industry charges for rental of premises and organization expenses: USD 645.99 (Euro 500, exchange rate used: 0.774)

Total cost: USD 645.99

¶4. On April 10, more than 70 Turkish Cypriot professionals from various sectors attended a seminar on how to improve IPR legislation and enforcement in the area administered by Turkish Cypriots. (List of participants will be faxed separately to Gale Gray) The seminar was co-sponsored by the Embassy and the Turkish Cypriot Chamber of Commerce, which hosted the event. The seminar generated a considerable amount of public awareness on the need for stronger IPR protection. International speakers included a U.S. Department of Justice official and private sector representatives from the film, pharmaceuticals, and risk management sectors from Brussels, Istanbul, and London, respectively. Local speakers represented the software and cinema sectors.

¶5. The total cost of the IPR seminar held on April 10, 2009 is detailed below:

Charges for two interpreters: USD 397.88 (Euro 300, exchange rate used: 0.754).

Total cost: USD 397.88

¶16. The total cost for both IPR seminars came to USD 1,043.87 out of USD 1,100 allocated for this purpose. A balance of USD 56.13 remains.

¶17. BFIF provided Embassy Nicosia with USD 16,000 to subsidize U.S.-made auto distributors' participation at the 34th Cyprus International Trade Fair that was held from May 22 - 31, 2009. Through negotiations with the Cyprus State Fairs Authority (CSFA), Embassy Nicosia managed to secure 150m2 at a much lower cost than initially anticipated to provide a mass-market venue to U.S. auto manufacturers in an effort to assist them to promote their cars, even at this time of economic difficulty. Embassy Nicosia also received many catalogs from several States promoting travel to the U.S. and was able to secure an additional 9m2 to showcase them at no additional cost.

¶18. A total of 14 Cypriot companies representing U.S. products participated in the U.S. Pavilion (Certified Trade Fair), including the auto distributors that we subsidized, and was organized by the Commercial Section of the Embassy (Commercial Assistant Anna Agrotou). The Cyprus International Trade Fair is held annually, and is one of Cyprus' largest events showcasing a variety of products and attracts more than 80,000 visitors.

¶19. Highlights included the inauguration ceremony by the President of Cyprus, Mr. Demetris Christofias, who was given a tour of our pavilion by Ambassador Urbancic.

¶110. The Ambassador subsequently held a press conference at the U.S. pavilion, attended by all the main Cypriot media. A reception was held as well, sponsored by the Embassy and the Cyprus-American Business Association (CyABA). High-level Cypriot government officials, including the Minister of Commerce, Industry and Tourism, and well-known businesspeople attended the reception.

¶111. All exhibitors were pleased with the sales leads they had from Fair visitors and expressed their intention to participate again next year. The auto distributors informed us that they had a lot of interest during the Fair from potential clients.

¶112. The total cost incurred for the Fair subsidization is detailed below:

Booth construction expenses: USD 4,854.37 (Euro 3,500, exchange rate used 0.721).

Rental of exhibition space from CSFA: USD 4,854.37 (Euro 3,500, exchange rate used 0.721).

Total cost: USD 9,708.74

¶113. Because Embassy Nicosia was able to negotiate a lower price for the Fair subsidy, it has a remaining balance of USD 6,347.39 out of the USD 17,100 total that was provided by BFIF. As agreed with EB/CBA, Embassy Nicosia will use this balance to cover the costs of a Commercial Section visit to Washington D.C. September 9 - 11, 2009 for meetings and consultations with the Department of Commerce and the Department of State to cover issues related to the signing of the MOU between State and Commerce.

¶114. If you wish to receive more information on any of the above mentioned projects, please contact Ms. Ephie-Yvonne Charalambidou in the Commercial Section at charalambidouey@state.gov or at +357-22-393362.

¶115. The Economic/Commercial Officer at Post is Mr. James A. Carouso. Email: carousoja@state.gov or tel.: +357-22-393359.

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